

1666

K marter Formula and Format

The K marter is based on an editorial formula which has had extensive testing in consumer publications distributed by bank clients of The Connelly Company.

Consumers are extremely interested in family money management. They want to know how to get more good out of their incomes. They are concerned about making sensible use of credit. They are hungry for information that will make them more skillfull in their roles as purchasing agents. The K marter answers these needs.

The K marter format is designed to look unlike advertising. It is a consumer information magazine. Usually the lead story is concerned with money management, but it can also be in the direction of property protection, property ownership, education, saving or credit management. The focal point is almost always family economics... getting the most out of family income and family capital.